

Title: New York State Integrated Pest Management Program Communications Activities for 2010

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Project Collaborators: Mary Woodsen and Elizabeth Thomas, Staff writers, NYS IPM Program

Summary: In 2010 the web and graphic designer, and two writers, produced an annual report; wrote several news releases; relaunched the website with a new graphic interface and several new functions; designed and produced fact sheets, newsletters, and posters to complement our outreach; and began or completed a number of other projects, detailed below.

1. Website Redesign project: The new website has a visually appealing interface with graphics that support the navigation. Six functional features that were already in place were successfully transferred, and six new ones were installed. To see the new interface, please visit <http://www.nysipm.cornell.edu> . The new features are:
 - A slideshow of photos on home page
 - An RSS news feed
 - A Calendar of IPM events
 - A drop-down Quick Links menu that provides a shortcut to favorite locations
 - A favicon for every page that helps identify our site
 - A form that calculates values of pesticides
2. Ornamentals IPM
 - Three issues of the Ornamentals eNewsletter (posted on website)
 - Created and posted the Fir Broom Rust fact sheet
3. Fruit IPM
 - Updated all TracFruit record-keeping software with 2010 versions
 - Created and posted the Cherry Leaf Spot fact sheet
 - Made a new Fruit IPM homepage and a Fruit Publications and Resources page
 - Produced Cornell Fruit bookmarks for Juliet Carroll
 - Created a large NEWA banner for Juliet Carroll
4. Field Crops IPM
 - Created maps to illustrate soybean TAg programs
5. Organic Guides project (Fruit & Vegetable IPM)
 - Guides for Spinach, Grapes, Blueberry, Strawberry, Potato & Dairy were posted on the website and titles were added to the database
6. Late Blight project (Vegetable IPM)
 - Created a Late Blight map for Abby Seaman's new blog
7. More Vegetable IPM
 - Updated the Vegetable Expo poster
 - Environmental Impact Quotient (updated Table 2 and posted on website)
 - Designed a PMEP web page
8. Golf Courses/Turfgrass IPM
 - Created the cover for *Reducing Chemical Use on Golf Course Turf: Redefining IPM*
 - Created a poster for Sod production, presented at the International Sod Producers Meeting

9. News Releases
 - *Duo Wins Award Promoting Green Practices*
 - *Nine New Organic Production Guides Now Available*
 - *Cutting IPM program could endanger public health and safety*
10. Project Reports from previous season were organized, posted on the website in 2 formats, and added to the database
11. NYS IPM Program Annual Report 2009 – 2010: wrote, designed, and produced 4,000 copies, enhanced with photographs and illustrations and including 16 stories:
 - *A Blast from the Past*
 - *NEWA Shines Again*
 - *When Berries Get the Blues*
 - *Buy-In on Biocontrol*
 - *Take-Home Meetings with a Take-Home Message*
 - *Killer Cankers*
 - *Week In, Week Out*
 - *When Parks Take a Pounding*
 - *Busy Little Buggers*
 - *Home Turf*
 - *Lesson Plan*
 - *Succeed With Seed*
 - *You Can Run but You Can't Hide*
 - *Conspiracy Theory*
 - *What You Don't Know Can Hurt You*
 - *Lay the Groundwork*